



Department of Agriculture
State of Hawaii

Title: ***“Buy Local, It Matters.” Available Funds to Produce Promotional Materials that Feature and Increase the Visibility of Hawaii County Agriculture, Linking Locally Produced Food, Local Farms and Farmers (\$15,000)***

Agency: **Hawaii Department of Agriculture (HDOA)
Market Development Branch**

Action: **Announcement of Request for Proposal (RFP) to Select a Company to Produce Promotional Materials (\$15,000)**

Description of the Need:

The Hawaii Department of Agriculture (HDOA) is seeking a company to produce promotional materials requiring photography, writing, audio, and print coordination in the context of the State and Hawaii County agricultural self-sufficiency and sustainability initiative. The materials to be produced would be versatile enough to be used for promotional and informational activities at retail businesses, farmers markets, and events promoting Hawaii's agriculture with focus on Big Island farms and farmers. A maximum of \$15,000 is available for the project.

Contact Information:

Offerors and other interested parties are welcome to contact: Abel Konan of the Market Development Branch, Phone: (808) 973-9596, Fax: (808) 973-9590, E-mail: abel.m.konan@hawaii.gov.

Closing Date:

The closing date and time for receipt of complete and signed application packet is **4:30 p.m. on June 14, 2010**. Offerors will be notified of reception in writing. Proposals received after the deadline will not be processed by staff or reviewed by the evaluation committee. Send application packet to:

Hawaii Department of Agriculture
Attn. Abel Konan
Market Development Branch
1428 South King Street
Honolulu, HI 96814

Duties of Offerors:

The Hawaii Department of Agriculture will provide the graphic template files for the promotional materials and the names and contact information of the five Big Island farmers selected for the project. The duty of the offeror is to work with them and include:

1. Photography for posters and rack cards.
2. Writing for posters and rack cards, and audio scripts.
3. Production and print coordination for promotional materials.

Eligibility of Offerors:

The qualified Offeror must be a company experienced in the production of promotional materials as applied to Hawaii's agricultural industry, and shall be registered in Hawaii. In addition, the offeror must provide the following State of Hawaii compliance documents:

- The Certificate of Good Standing from Hawaii Department of Commerce and Consumer Affairs.
- An Original Tax Clearance Certificate from Hawaii Department of Taxation and the IRS.
- A Certificate of Compliance LIR27 from the Department of Labor and Industrial Relation.

These compliance documents could be made available online for an annual subscription fee to Hawaii Compliance Express (HCE) through the State Procurement website at <http://vendors.ehawaii.gov/hce>. Vendors shall be required to use the HCE service and stay compliant throughout the project.

Evaluation of Offerors:

Qualified proposals will be reviewed by an evaluation committee strictly based on merit according to the followings criteria for a total of a maximum of 100 points:

(1) Clarity of the proposal presentation not to exceed 10 pages (Maximum 10 points)

(a) Good presentation of the single narrative title page

- Name of the project leader
- Title
- Affiliation
- Phone #
- Fax #
- Email
- Name of the organization
- Federal tax ID #
- State tax ID
- Signature, title, and date signed

(b) Brief (five line) project summary indicating the task and purpose of the project.

- (2) **Action plan to produce five (5) posters and corresponding rack cards, one for each of the five farmers according to the following sizes, specifications, and numbers:** (Maximum 25 points)
- (a) One (1), large 36"x 48" poster, printed on 3/16" white gator board each or equivalent, and one (1) nylon mesh each with grommets.
 - (b) Three (3), small 27"x 36" posters, printed on 3mm white pvc or equivalent with grommets.
 - (c) Five thousand (5,000) each, 4"x 9", printed on gloss 80 lb. cover.
- (3) **Action plan to produce five (5), thirty (30) second radio scripts, one per farmer for a chosen commodity.** (Maximum 10 points)
- (4) **Previous experience as provided by a portfolio of similar work completed. Previous experience with agricultural marketing programs, including not-for-profit groups.** (Maximum 15 points)
- (5) **Detailed proposed budget showing itemized expenses involved in producing the promotional materials for the five Big Island Farmers.** (Maximum 20 points)
- (6) **Timeline to complete the project within 90 days upon contract execution.** (Maximum 20 points)

Confidentiality:

The names of offerors, the names of individuals identified in the proposals, the content of proposals, and all committee evaluation score sheets of the offerors shall be kept confidential during the evaluation process except to those individuals involved in the process. After award is made, the proposals and evaluation results shall be made available for public review with the exception of those sections marked confidential by the offerors.

Contracting:

All raw and produced materials are the full property of Hawaii Department of Agriculture.

The successful offeror will enter into an agreement governed by:

- a) The State of Hawaii contractual General Conditions set forth in AG-008/Rev. 4/15/2009, issued by the State's Attorney General's Office. (Website: <http://www4.hawaii.gov/StateFormsFiles/ag008.doc>)
- b) A project specific contract reflecting the purpose and goal of this project. The contract will include:
 - 1) Scope of Service Statement.
 - 2) Compensation and Payment Schedule.

- 3) Special Provision Statement including the contractor's commitment to positive decent promotions and advertising, and acceptable use of the promotional material contents.
- 4) Time of Performance.

Please note that the award is contingent upon availability of funds for this project.

Right to Debriefing:

Pursuant to §3-122-60, a debriefing is provided to the non-selected offerors to inform them of the basis for the source selection decision and contract award.

A written request for debriefing shall be made within three days after the posting of the award of the contract. The procurement officer or designee shall hold the debriefing within seven (7) working days to the extent practicable from the receipt date of written request.

A protest by the requestor submitted pursuant to section 103D-303 (h), HRS, following a debriefing shall be filed within five (5) working days, as specified in section 103D-303(h), HRS.

Campaign Contribution by State and County Contractors:

It has been determined that funds for this contract have been appropriated by a legislative body. Therefore, the offeror, if awarded a contract in response to this solicitation, agrees to comply with Section 11-205.5, HRS, which states that campaign contributions are prohibited from a State and County government contractor during the term of the contract if the contractor is paid with funds appropriated by a legislative body.

Protest:

A protest shall be submitted in writing within five (5) working days after the aggrieved person knows or should have known of the facts giving rise thereto; provided that the protest based upon the content of the solicitation shall be submitted in writing prior to the date set for receipt of offers. Further provided that a protest of an award or proposed award shall be submitted within five (5) working days after the posting of award of the contract.

The notice of award letter(s), if any, resulting from the solicitation shall be posted on the Procurement Reporting System, which is available on the SPO website:
<http://www.hawaii.gov/spo2/source/>

Any protest pursuant to §103D-701, HRS, and Section 3-126-3, HAR, shall be submitted in writing to the Procurement Officer, State Procurement Office (SPO), 1151 Punchbowl Street, Room 416, Honolulu, Hawaii 96813 or P.O. Box 119, Honolulu, Hawaii 96810-0119.